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ABSTRACT

The November, 1970 general conference of UNESCO proclaimed calendar year 1972 as International Book Year. The general theme is books for all, and the goal is to focus attention on the role of books and related materials in the lives and affairs of the individual and society. The overall objectives are the encouragement of authorship and translation; improved circulation and production of books; promotion of the reading habit; and strengthening the usefulness of books in education, international understanding and peaceful cooperation. This handbook provides guidelines for United States participants in the following areas: (1) functions and organization of the ad hoc committee and the U.S. Secretariat, (2) techniques for planning activities and (3) planning for resources, publicity and promotion. Lists of films, publications and organizations concerned with the international Book Year are appended. (SJ)

ED 059725

INTERNATIONAL BOOK YEAR 1972

A Handbook for U.S. Participation

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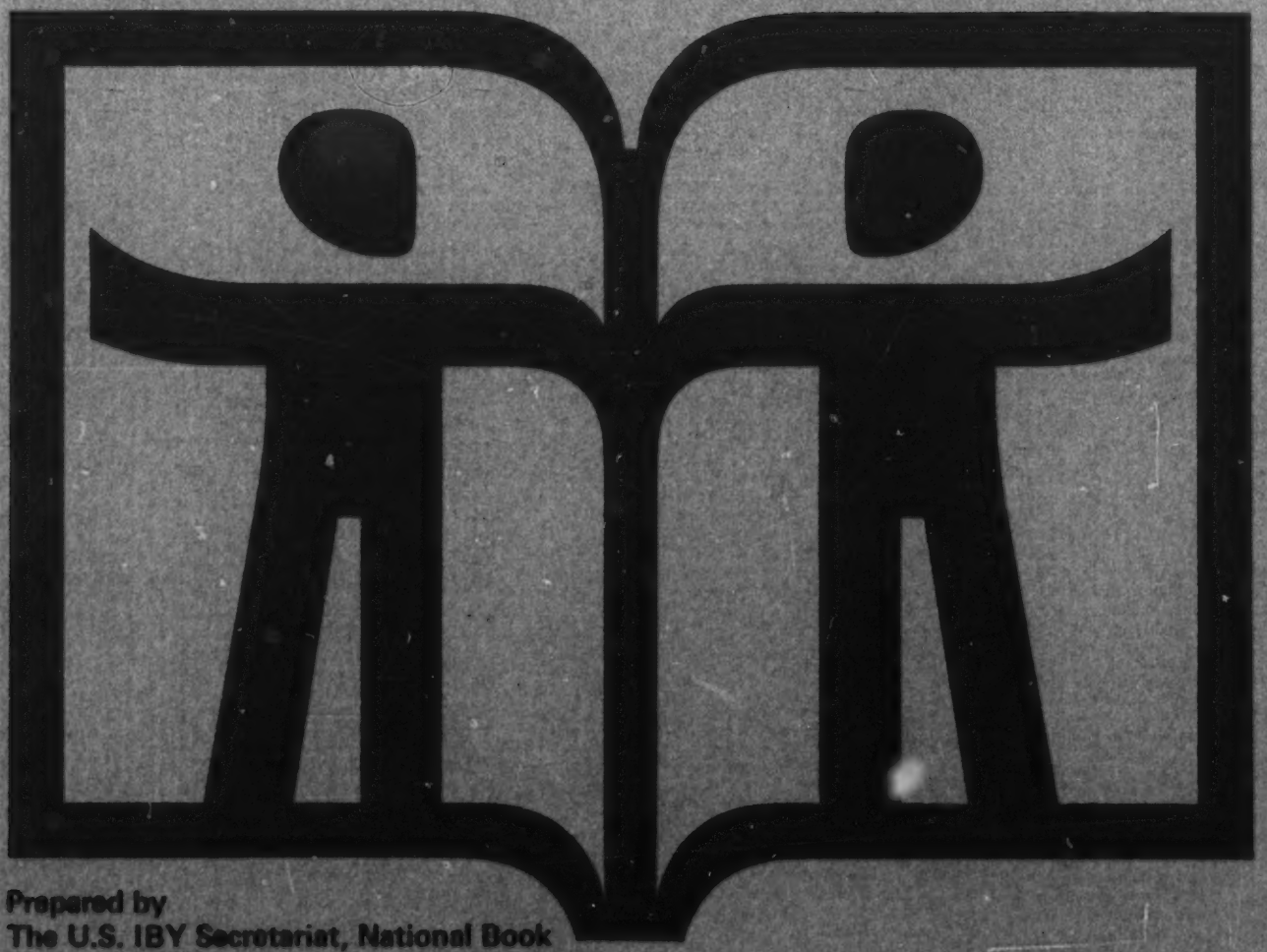

Prepared by
The U.S. IBY Secretariat, National Book Committee, Inc. for the ad hoc Committee of the Government Advisory Committee International Book and Library Programs
1971
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The following organizations sponsored publication of the Handbook:

The United States National Commission for UNESCO

The Association of American Publishers

The American Library Association

The International Book Year symbol was designed for UNESCO by Michel Olyff of Belgium, whose services were obtained through the International Council of Graphic Design Associations (ICOGRADA). The linking arms symbolize international cooperation through books while the uprights and sturdy figures convey the important role of books in national development.

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INTRODUCTION

Why This Handbook?

Admittedly, the "Y" in IBY means "year," but for the purposes of this **Handbook**, it means YOU and YOUR participation in the observance. In general terms, this booklet will help you to understand the basic purposes of IBY; guide you in planning vital and innovative programs; and suggest ways for adding an international dimension to your current book and library activities.

Calendar year 1972 was by acclamation proclaimed INTERNATIONAL BOOK YEAR by the General Conference of UNESCO at its sixteenth session in November, 1970. The general theme for IBY is "Books for All." The basic goal of International Book Year is to focus attention of the general public, governments, and international and domestic organizations on the role of books and related materials in the lives and affairs of the individual and society. Establishment of this goal is recognition of the worldwide need for full and unhindered access to good books by all people everywhere. IBY provides effective roles, not only for those professionally and technically involved with books, but also for others committed to the achievement of the stated goals.

The success of IBY will require the cooperation of everyone and particularly those in the American book community – authors, publishers, booksellers, educators, librarians and the reading public. You are, therefore, invited to join with millions of others in our global community in this concerted effort to make more effective application of books for economic and social development – not only throughout 1972 but also in the years to come.

International Book Year is a major, worldwide undertaking sponsored by UNESCO and endorsed by its member states and by international, non-government organizations concerned with books. UNESCO and international associations of publishers, authors and translators will plan special activities for IBY. On the national level, each member state of UNESCO – in cooperation with governmental and domestic organizations of librarians, authors, publishers, educators, booksellers, documentalists and related professions – will combine efforts in observance of the year.

The overall objectives of IBY include the following:

- The encouragement of authorship and translation.
- The improved circulation and production of books: development of libraries, especially in the developing countries; fostering documentation centers of all types; defining national library goals; encouraging the publication and production of bibliographical tools such as current national and regional bibliographies; training of book producton and distribution personnel – authors, illustrators, printers, technicians and booksellers.
- Promotion of the reading habit.
- Strengthening the usefulness of books in the service of education, international understanding and peaceful cooperation by:
  a) promoting the international free flow of books and of the raw materials for book production.
  b) reaffirming the importance of books in lifelong education.
  c) insuring that the production, distribution and utilization of textbooks and general books are taken into full account in educational and economic development planning.

Children reading in the Denver Public Library Children's Section. (Photo by Ira Gay Sealy, courtesy of National Library Week)

d) increasing the availability of scientific and technical literature and reference books.
e) enhancing the role of books in cultural exchange.
f) preserving the literary heritage of mankind, particularly by the publication in book form of oral literature.

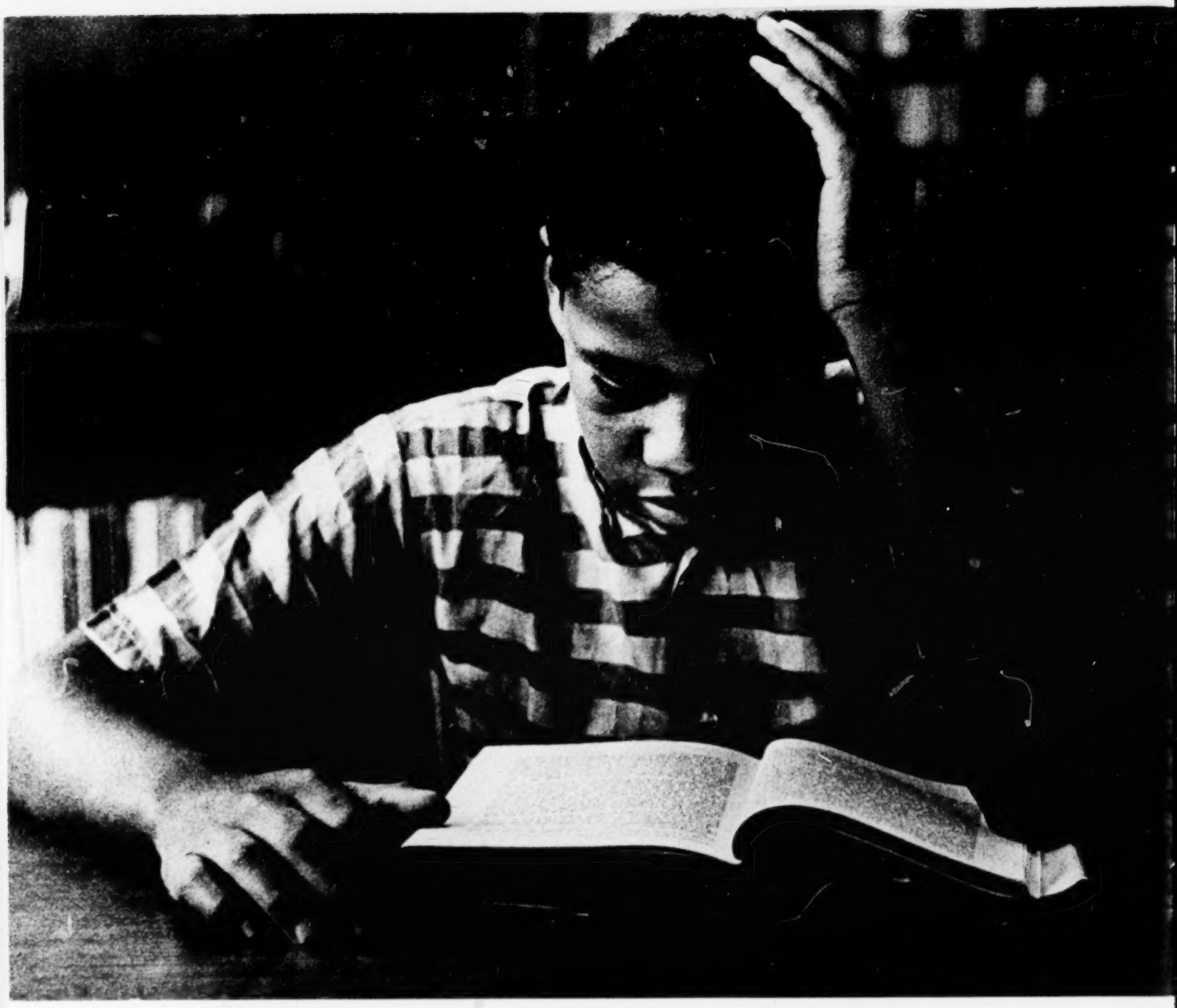
These objectives provide rich possibilities for the year's programs. All of them reinforce the basic tenet that books are the keys to a vast array of experiences, both educational and recreational. They are the tools for enriching personal experience, for broadening intercultural understanding, for the extension and dissemination of ideas, and — perhaps most important — for giving man the insight to understand himself and his relationship to family, to group and to the world.

Books, a major medium in mass communications, are now being produced in increasing quantities in developing countries, but the so-called "book famine" in developing countries is an ever-present problem. The evidence is clear that new initiatives are needed in order to reduce shortages. Among some of the crucial problems which threaten book supply, use and distribution in the developing countries are the following:

- Lack of serious attention, on the part of governments and others responsible for initiating book and library programs, to the relationship between books and the entire educational and economic planning matrix.
- Inadequate supplies of books to support educational and economic goals.
- Underutilization and undertraining of authors, publishers, illustrators and curriculum specialists.
- Unwieldy or non-existent distribution systems.
- Problems in improving print technology.
- Inadequate or costly paper supplies.
- Absence of national plans for libraries and library/documentation networks.

In the United States, the problems may exist on different levels, but they are equally serious. To cite but a few:

- Reading disabilities in all segments of the population and for all age groups — children, young adults and adults.
- Insufficient attention to the development of the reading habit.
- Inadequate "out-reach" library programs for all segments of the community, including the exceptional, the disadvantaged, and those whose mother tongue is not English.
- Lack of a cooperative sharing of library, community and educational resources.



Child reading in a New York Public Library branch. (Photo by Bill Anderson.)

It is encouraging to note that the President of the United States and the Office of Education have assigned a high priority to the "right-to-read" effort in order to assure that by the end of the decade no student shall leave school without both the skill and desire to read to the full limits of his capacity. For those not in school, the National Reading Center (1776 Massachusetts Avenue, N.W., Washington, D.C. 20036) has mounted a private-sector campaign to reach the estimated 30 million adults who are handicapped by significant reading disabilities. Library "out-reach" programs, both in the urban core and in rural areas, recognize the fact that too few Americans use libraries to help them reap a benefit from books and reading.

So we move into International Book Year fully aware of our need to look inward at the problems which beset the United States book and library community, but also seizing the opportunity to look outward in order to be more fully informed on the concerns of the world-wide book community.

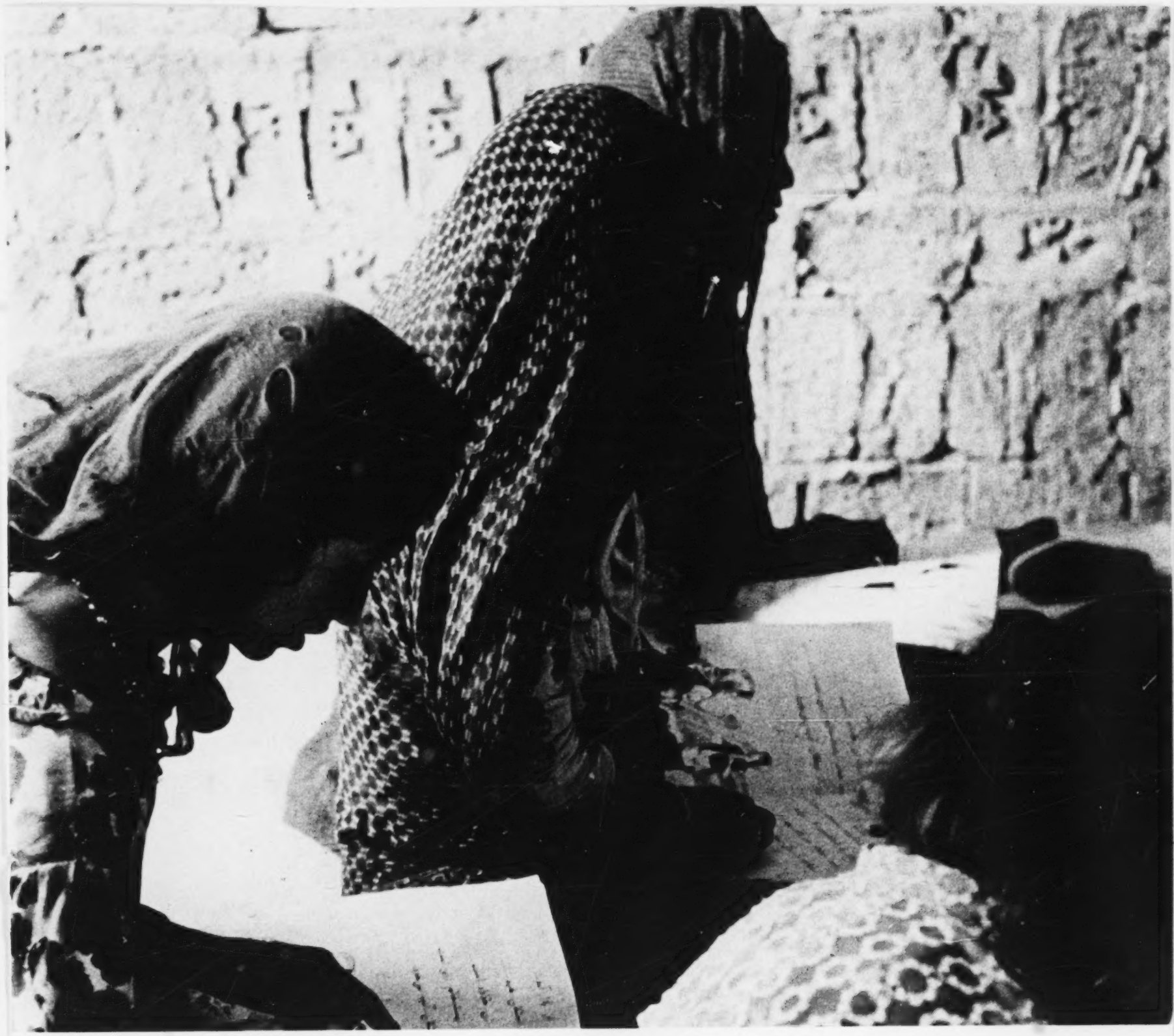
8 FUNCTIONS OF THE IBY AD HOC COMMITTEE AND THE U.S. SECRETARIAT: HOW THEY ARE ORGANIZED

IBY ad hoc COMMITTEE

The U.S. Government Advisory Committee on International Book and Library Programs (see back cover for description) has created an **ad hoc** Committee to coordinate and encourage activities in observance of IBY. Co-Chairmen of the **ad hoc** Committee are Mr. Emerson Greenaway, former Director of the Free Library of Philadelphia, and Mr. Theodore Waller, President of the Grolier Educational Coorporation. **Ad hoc** Committee membership includes representation from the Author's League, the American Library Association, the Association of American Publishers, the International Reading Association, the Association of American University Presses, and the American Booksellers Association. The **ad hoc** Committee works closely with several agencies of the Federal Government, including the Department of State, the Agency for international Development, the United States Information Agency, the United States Office of Education, and the Library of Congress.

The **ad hoc** Committee for IBY has agreed to undertake sponsorship of the following projects:

- Publication of this **Handbook.**
- Promotion through national organizations of the IBY goals. (For example, IBY will be emphasized during the 1972 National Library Week, and the American Library Association will give high priority to IBY at its mid-winter meeting and will expand the international section of its book exhibit during the 1972 meetings.)
- Support for the idea of a television special or series on "The World of Books."
- Compilation and publication of a list of books that have contributed to international understanding, in cooperation with the Junior Members Round Table of the American Library Association and the staff of the Free Library of Philadelphia.
- Encouragement of the adoption of an IBY postage cancellation slug to be used by publishing houses, libraries, booksellers, etc.



Literacy class, Shiraz, Iran. (Courtesy of Franklin Book Programs, Inc.)

- Distribution of IBY commemorative coins, income from which could be used to help finance IBY activities.
- Support for the American Booksellers Association to encourage its members to share responsibility in forming local committees of librarians, educators and media specialists to plan community-level IBY programs.

International Activities

The Committee endorses the following projects and activities:

- The compilation and publication of a selected bibliography of titles recommended for Latin American university libraries. (UNESCO has awarded a grant to the American Library Association to initiate this project.)
- An updated and revised edition of ALA's "Who is Doing What in International Book and Library Programs."
- An international conference on books, education and economic development to stimulate closer collaboration and joint action.
- An international seminar for school media specialists representing developed and developing countries.
- The revision and republication by ALA of "U.S. Children's Books of International Interest."
- Sponsorship by the University of Hawaii of a Pacific area book fair during 1972.
- Publication of **Libraries in Sweden**, a translation and updating of **Bibliotek i Sverige,** commissioned by ALA Publishing Services.
- Support to the ALA Advisory Committee for Liaison with Japanese Libraries in their "Second U.S.-Japan Conference on Libraries and Information Science in Higher Education," and publication of **University and Research Libraries in the United States and Japan** by ALA.
- "Sister-library" relationships for exchanges of bibliographies, resources and personnel, to be arranged between American and overseas libraries through ALA.

Legislative and Governmental Activities

The Committee has endorsed:

- Issuance of U.S. postage stamps to commemorate International Book Year.
- Adoption of a Congressional resolution calling upon the President to proclaim 1972 as International Book Year in the United States.
- USIA feature exhibits overseas.

- A microfilm space library as an experiment in maintaining records and scientific data in space to be launched by NASA with Apollo 16 in March, 1972.
- A survey of the state of Latin American and Caribbean historical archives in public and private Inter-American collections under sponsorship of the Department of State.
- A Round Table for Latin American libraries, archivists and documentalists under joint sponsorship of the Department of State and UNESCO.

The Committee will encourage UNESCO to:

- Urge its member states that have not already done so to ratify the Florence and Beirut Agreements and the Universal Copyright Convention.
- Strengthen its own book and library development program, including expansion of training programs.
- Hold regional conferences in developing areas to demonstrate and stimulate multi-media approaches to educational development.

U.S. IBY SECRETARIAT

The **ad hoc** Committee has obtained grants from the Council on Library Resources and the U.S. Department of State to the National Book Committee for the establishment of an IBY Secretariat. It is located in the Book Committee office at One Park Avenue, New York, New York, 10016. Miss Esther J. Walls, formerly associated with the New York Public Library in a variety of positions and more recently Program Officer with Franklin Book Programs, Inc., has been appointed Director of the Secretariat.

Under the general policy guidance of the **ad hoc** Committee, the Secretariat acts as a clearinghouse for a wide variety of IBY activities. The Secretariat contacts national associations, professional and trade organizations, and educational institutions in order to encourage them to initiate and sponsor a vast array of activities slated to contribute to the achievement of a productive International Book Year. Highest priority is being given to those IBY activities which have components that can be effectively sustained beyond the year of 1972 and which reinforce the concept of local, national, regional and international cooperation in the book world.

Major functions of the Secretariat follow:

- To serve as a clearinghouse for information on broad IBY concerns and those relating specifically to the U.S. book and publishing community — reading, access to books, literacy, book production and distribution; to issue a Newsletter/ Calendar of Events summarizing information on current projects and concerns.

"Let's Read Mine." (Photo by Fred G. Kraft, courtesy of National Library Week.)

- To distribute the **Charter of the Book**, a ten-point "bill of rights" for the promotion of the reading habit, encouragement of the free flow of ideas, etc. (The Charter has been drawn up by international non-governmental organizations such as IFLA and IPA in association with UNESCO.)
- To provide information in depth to writers, advertising agencies, magazines, television and radio personnel, and to others in the communications media on matters pertaining to IBY.
- To stimulate the preparation and distribution of bibliographies relating to the year's programs.
- To work intensively with book and library associations such as the Author's League, International P.E.N., International Reading Association, the Jewish Book Council, and the American Booksellers Association in order to help them develop projects and to reduce unnecessary duplication.
- To contact key national organizations having wide memberships and, frequently, state and local affiliates, in an effort to help them relate their programs, publications and conferences to the IBY theme; to provide them with information and feature material for publication in newsletters, journals and other communications.
- To support the National Book Committee in its conduct of the regional workshops in the fall of 1971 — workshops which aim to:
  a) assist librarians and other members of the book community (booksellers, book reviewers, publishers and the general public) to utilize NBC and IBY in the most effective ways, and,
  b) enable a wide spectrum of people to exchange ideas with each other in order to discover their complementary book roles.
- To encourage the production of a series of radio and television programs for the widest possible distribution on public service time.
- To prepare promotional materials and arrange for placement and syndication of articles on IBY themes in newspapers, journals and house organs.

14 ORGANIZATIONAL RELATIONSHIPS AND TECHNIQUES FOR PLANNING ACTIVITIES

One of the first questions IBY participants and organizers will ask themselves is "How do we get started?" There are so many levels for action and involvement that each person, organization and association will have to decide what is the most effective mechanism for participation. Combining the resources of all interested parties will help reduce duplication of effort. The Secretariat welcomes queries from all quarters concerning the initial organization of IBY activities and would appreciate receiving reports as IBY activities move into high gear.

For those connected with book and library organizations, directives issued by the national bodies will offer guidelines. For others associated with civic, cultural and special interest organizations, the initial contact should also be with the parent body. The Secretariat will be in contact with the national associations listed in the Appendix to determine the level of their participation in IBY. In essence, therefore, the nature of individual participation will depend on interests, organizational relationships and memberships.

Who Creates the Local and State IBY Committees and Councils?

The IBY committees may be created at the initiative of any concerned organization or individual. The Secretariat suggests that the committee and council memberships be as broadly based as possible. The organizing committee for IBY, acting as a consortium, might include writers, librarians, publishers and booksellers. Seek to involve people such as media and communications specialists, business and industry representatives, educators, religious leaders, government officials and representatives of youth and community organizations.

On the state level, the most obvious organizations that come to mind for active involvement are state library associations, state education departments and the state affiliates of national organizations such as the League of Women Voters, the NAACP and 4-H Clubs. Most states have standing committees for the observance of National Library Week (operating within the framework of the state library association), and their members might be tapped to serve on the IBY councils. The public library serves the entire book community. It has professional staff and a comprehensive collection of books and related materials. Its basic mission is to bring books and readers together in purposeful and productive ways. Public library personnel, as members of IBY Councils, can provide rich resources for the year's observances and, at the same time, enlarge their own constituencies of users by highlighting collections and special services.

Depending on existing local library resources and leadership, a school or academic library might be in a more logical position to take the initiative.

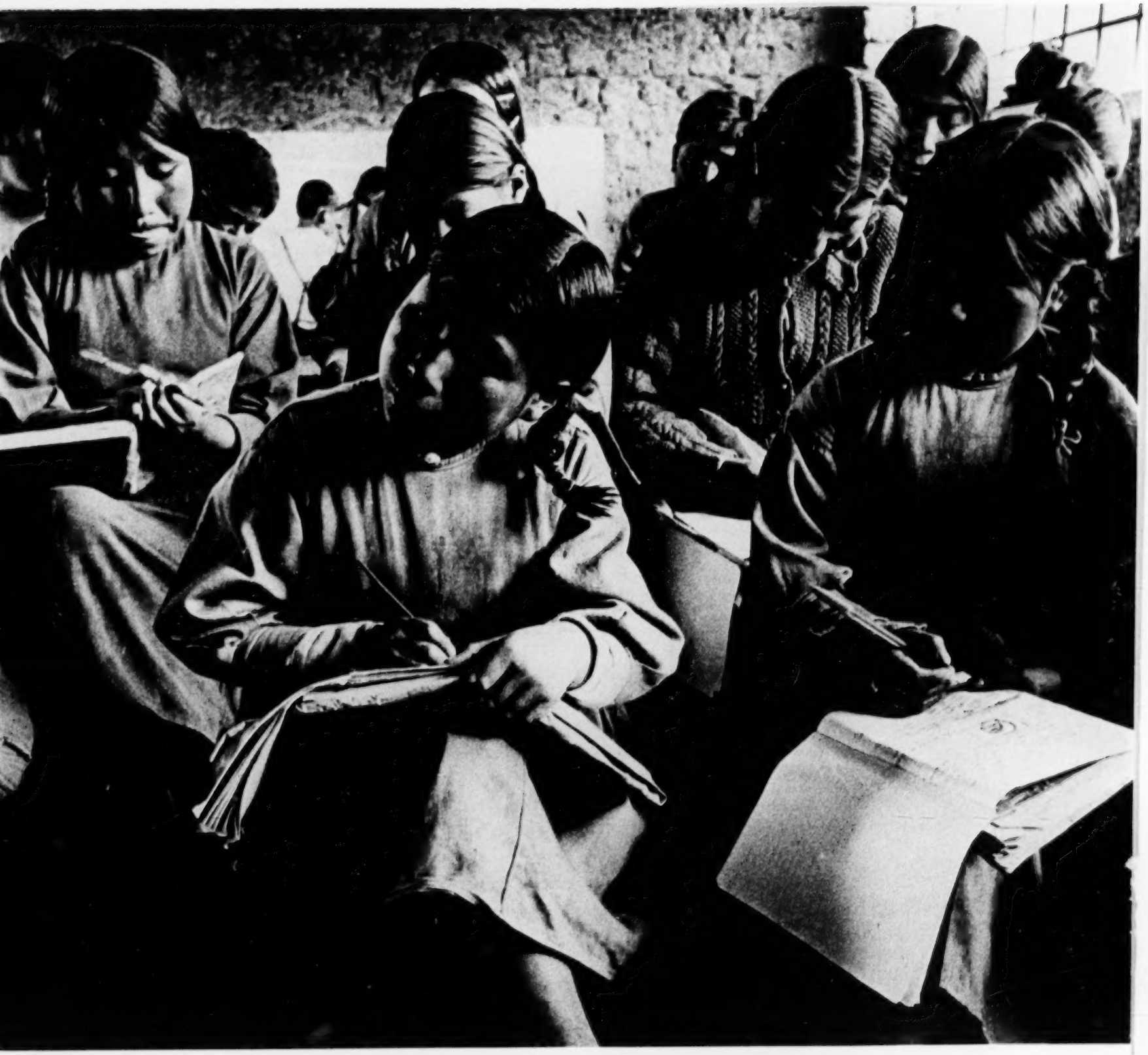
Structure and Functions of IBY Councils

Before you organize for action, you will want to think about the proper structure of the IBY Council. This is an area where there can be a good deal of flexibility, although each council will minimally need a Chairman (or Co-Chairmen), a Secretary-Treasurer and subsequently as many committees and task forces as are indicated by predetermined goals and priorities.

Council responsibilities are as follows:

- To be informed about the objectives and activities of IBY; to be knowledgeable on the book publishing, bookselling, library and reading needs of the geographic area served; to channel to the Secretariat information which might be used nationally to publicize IBY projects, accomplishments, etc.
- To initiate activities for stimulating support for the IBY goals; to work with government officials, representatives from the mass media, churches, and educational groups to help them to disseminate information and publicity which will help create a climate of interest in reading, books and related materials and in libraries.

IBY Council and committee meetings must be scheduled as early as possible. The initial meeting should provide the widest possible exchange of information on the background and basic purposes of IBY – both nationally and internationally. The Secretariat suggests that a detailed agenda and background material be circulated in advance of the first meeting in order to get the most mileage from that session.



Peruvian school children. (Photo by Paul Conklin, courtesy of the Peace Corps.)

When the IBY Council has identified and assigned priority to its goals, planning a campaign for their achievement comes next. Sufficient time should be scheduled to outline the program needed to attain the Council's objectives. Each member of the Council, whether or not he is able to attend the first meeting, should be asked to work on that part of the program in which he is most interested and in which his own knowledge, resources and contacts can be most productive.

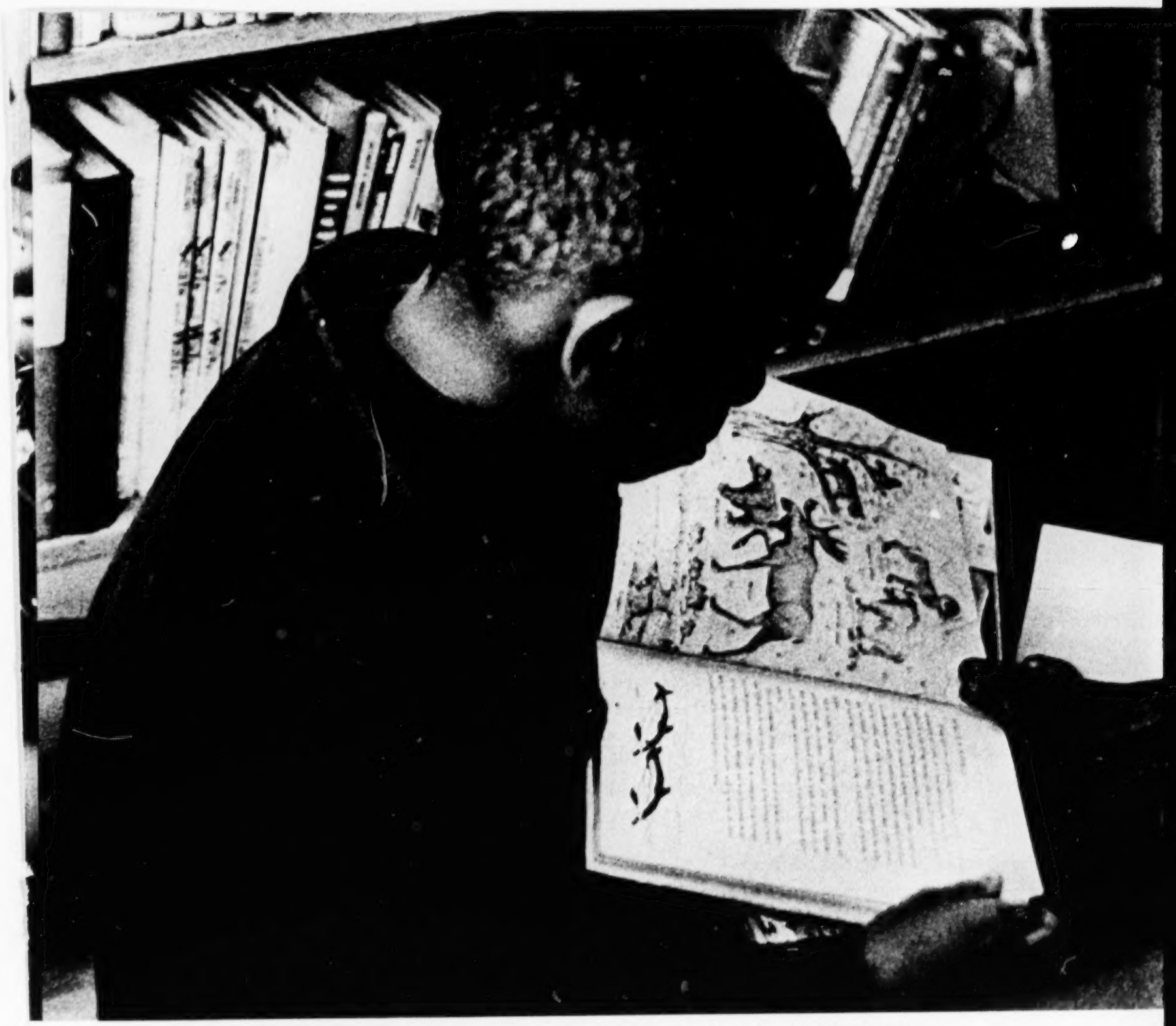
The existing strengths, weaknesses and resources of each Council will differ; none will work in precisely the same way. The role of a Council member in planning is to apply his knowledge of what is needed and to enlist the participation of the various groups with whom he is affiliated. For example, a businessman who is also an active state university alumnus and a lay teacher in his church will have some practical ideas about working through both of these channels as well as through his own and other businesses. He may initiate these efforts himself, or he may support other Council members by placing an IBY feature in the alumni magazine and by publicizing IBY goals in his denominational publications throughout the state.

Council members may work together or singly on the following assignments:

- In addition to a proclamation by the Governor or other official state recognition, a state-wide event might be planned to call attention to IBY, its objectives, to books, and to reading and library programs of the state. If a state-wide event were planned for November or December of 1972, it could be built upon the activities of local IBY committees and could have a cumulative effect in generating publicity.
- State-wide releases and feature stories on reading, literacy and libraries could be arranged with librarians and teachers on the Council supplying statistics and other background material. Contacts should be made with the state press associations to enlist their support and assistance. Council members involved in communications will be very helpful in this area. For example, a journalist could help get news, editorial and feature attention in his own paper and, through the press association, throughout the state.
- Working with lay leaders of state-wide civic, professional and social organizations could pave the way for IBY activities at the community level. The councils should seek publicity in organizations' publications urging IBY participation and offering suggestions for special exhibits, displays or programs. Materials useful for these efforts will be available from the IBY Secretariat in New York.

- Participation by leading retail chains, banks, utilities and the restaurant and hotel associations could be undertaken by Council members in business and industry. Promotional materials – posters, fact-sheets, bookmarks – might be displayed and distributed both to employees and to the general public.
- The teachers and educational officials on the Council should be asked to develop a plan to mobilize the educational institutions for IBY participation. For example, the chief state school officer should alert all public school districts to IBY and ask superintendents to encourage participation by principals, teachers, school librarians, parents and students. The executive secretary of state education associations or the editor of their journals could plan a special issue on IBY, perhaps featuring the responsibility of the school in teaching reading, inspiring the motivation to read and developing lifetime reading and learning habits. State school library supervisors, as part of their basic responsibilities, have lines of communication which are ideally suited to securing IBY participation by school libraries and instructional materials centers. Presidents, deans and librarians of academic institutions should also be urged to find ways to use IBY to stimulate student reading and library use. The rising social concern of students and the extent of their international travel and interests suggest a high level of receptivity to the IBY effort.
- Religious leaders on the Council might be asked to work with other clergy on IBY activities: items in church bulletins; sermons on international and interdenominational understanding through literacy and reading development; programs by church-related groups or clubs on IBY goals; preparation and distribution of lists of religious books and other printed materials of special relevance to IBY.

In any discussion of goals and activities in connection with IBY, it is important to consider the year as only a beginning step toward building a continuing, long-range interest in books. The significance of IBY lies in its potential use as a means of initiating enduring changes in the role of books. The test of IBY effectiveness will be measured five or ten years hence when we see what improvements in the availability and utility of books were created, sustained and strengthened by the year's programs.



The Children's Room, The Countee Cullen Branch of The New York Public Library.
(Photo by Bill Anderson)

A handbook written for a wide audience cannot substitute for the creative contribution of the organizing Councils. However, as points of departure, it might be useful to cite the kinds of activities which may have useful application in the projects you have decided to sponsor.

Assuming your Council has been organized and you have some notions about what you and your group would like to do, your next questions will be how to move from the general to the specific and into action programs that command the interest and attention of your colleagues and the general public.

One of the most gratifying aspects about a book year is the fact that the range of program ideas can be limitless. It would be hard to think of a subject or concept that has not been treated in book form. In theory, any one of those subjects can be properly injected into the IBY observances. Consequently, if there are subject areas that are of interest to the group which is your constituency, by all means explore them through: book discussions, forums, seminars, author-publisher dialogues, etc.

If you have decided that you want to emphasize the "I" aspects of International Book Year, you will need to look very closely at the resources in your own community before embarking on such a program. Who are the people who can make a unique contribution? What about involving returned Peace Corps Volunteers in the programs? Many of them have been assigned to libraries and have had teaching experience in developing countries. Others to be identified are international specialists in university area studies programs, diplomats, foreign students, and authors and educators from other countries on cultural exchange missions.

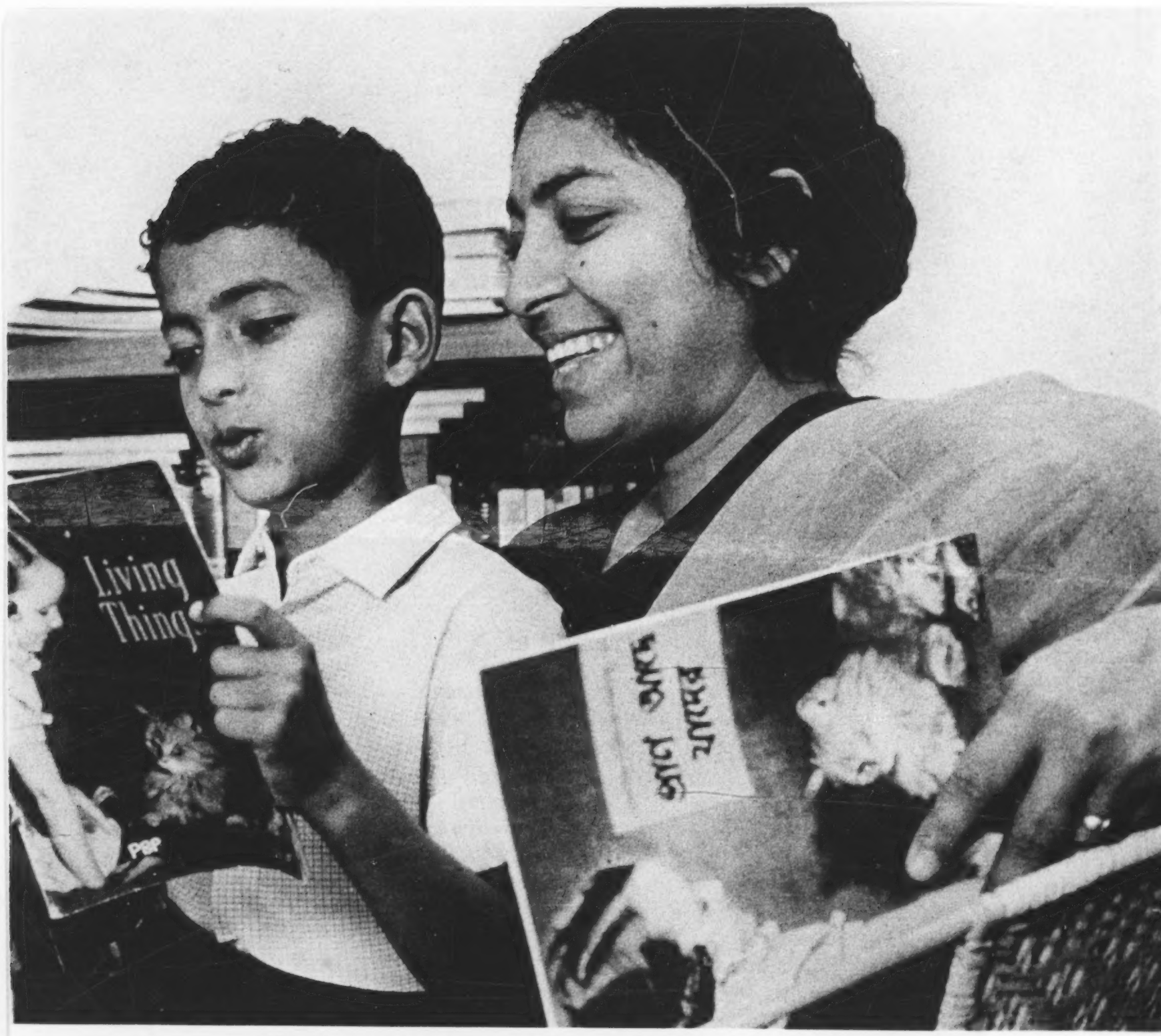
Program possibilities are multiple. To cite but a few:

- Books in translation from other countries: what they tell us about other cultures, problems and concerns.
- Children's books in translation.
- Libraries abroad: how they differ from libraries in the U.S.
- Publishing and book distribution problems in other countries.
- English language books about other countries: interesting personalities, world leaders, etc.
- Increasing the opportunities for cultural exchange for authors, illustrators, poets, editors, booksellers, etc.
- Free flow of information from country to country.
- Books and intercultural education.

The list of publications on international book and library development and the list of films of international interest in the Appendix may help you to identify resources in the field of international book development.

If you want to concentrate on domestic concerns as related to books and libraries, consider some of the following subject areas for in-depth exploration:

- Population growth and mobility: migration from rural and urban areas to the suburbs; racial and ethnic imbalance in the population.
- Crisis of the cities: inner-city problems; budgetary restrictions.
- Economic and social stress: unemployment due to automation; back-to-school projects for dropouts; training and retraining programs in schools and in on-the-job settings; remedial reading for functionally illiterate adults; development of more suitable material for the newly literate in English and Spanish.
- Education: priorities now being given to the importance of early childhood education; development of pre-reading skills; provision of books in the home environment; advantage of story-telling and reading aloud to the pre-school child; the informal classroom; the open university; individualized instruction; open enrollments; the external degree program; the role of the book as a teaching/learning device.
- The disadvantaged: urban ghetto residents; migrant agricultural workers; Appalachian whites; American Indians; Spanish-speaking groups; their exposure and access to books, reading and libraries; library out-reach programs; reading disabilities; cultural diversity.
- Drug abuse: preventive education; treatment and rehabilitation.



Pakistani mother and son compare English and Bengali versions of a basic science book.
(Courtesy of Franklin Book Programs, Inc.)

- Leisure time: its creative use as work requirements are reduced through automation.
- Ecology and the environment: contamination by industrial and human wastes; rapid depletion of the natural resources; perils of pollution; population explosion.

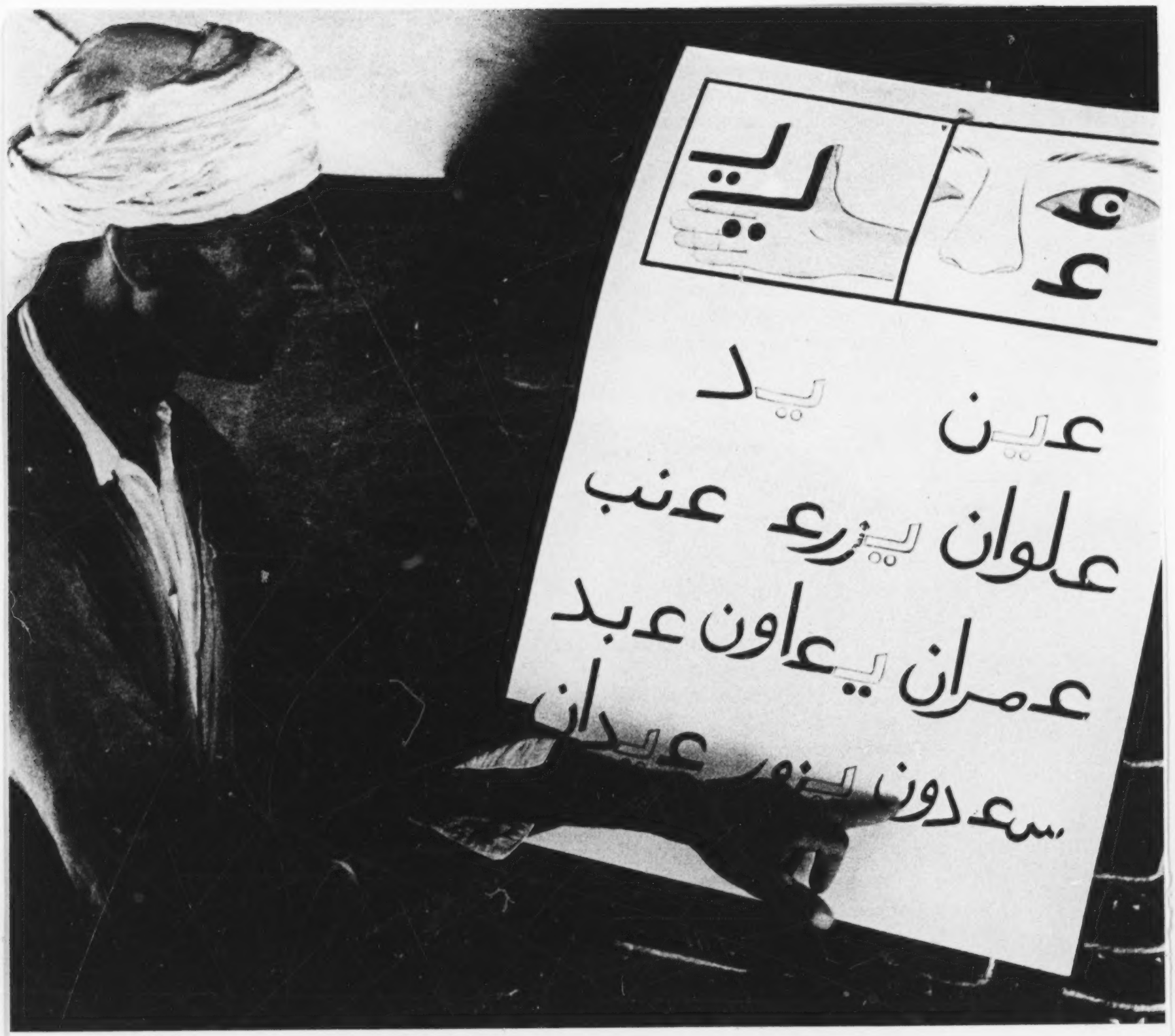
And now, a checklist of specific activities which might have general application.

Promotional Ideas

- A proclamation by the governor, mayor or other official so that immediate recognition will be given to IBY.
- State-wide and local releases and related feature stories on reading, literacy and libraries.
- Articles in alumni magazines, church bulletins and newsletters.
- Special exhibits and displays.
- Posters, facts sheets and bookmarks.

Program Ideas

- Book fairs.
- Book and author luncheons.
- Colloquia on literacy problems and how to solve them.
- Local reading programs, seminars, discussion groups and debating teams.
- Quality of library services.
- Adequacy of retail bookstores and newsstand facilities, book booths and kiosks.
- Paperback books and their relationship to the book revolution.
- Scholarly books and their impact on the community and academia.
- University book publishing: whom does it serve?
- Speaker's bureau for all subjects relating to overall goals of IBY.
- Booklists and bibliographies of subject or general interest.
- Book festivals, centennials, parades and celebrations.
- Contests: posters, poetry, photography, essays and fiction.
- Multi-media "sound and light" shows highlighting books.
- Puppet shows featuring stories and characters from books.
- Mobiles, stabiles and sculpture symbolizing IBY themes.
- School and classroom programs involving students and teachers.
- Special academic programs on foreign language collections, linguistics programs,



Fundamental education literacy training in Iraq. (Courtesy of UNESCO/Morin)

area studies, exchange activities, relations with overseas institutions concerned with book or educational development.

- On-campus activities relating to the college bookstore, university press, college radio and television, and schools of journalism and education.
- Workshops on library and publishing careers.
- Book talks and storytelling.
- Writers' workshops.
- Elementary and secondary school activities to enrich the curriculum in international and ethnic materials.
- Public information and literacy programs related to the new concepts of religious ecumenism.

The U.S. IBY Secretariat, through the **ad hoc** Committee of the Government Advisory Committee on International Book and Library Programs, stands ready to assist you in the planning, organizing, and reporting of activities that you generate throughout the year. It is hoped that through this challenging endeavor, new coalitions, new ways of looking at books and people and new concepts of our relationships to others will combine to form a springboard for sustained, effective future action.

Book Forum, Countee Cullen Branch, The New York Public Library. (Courtesy of Bill Anderson)

APPENDIX

FILMS FOR INTERNATIONAL BOOK YEAR

This list of films on books and authors is designed to spark library programming during International Book Year. It omits feature films. The alphabet, the book, writers and writing are some of the subjects included in the films, which are for various age groups.

Selected by staff of The New York Public Library:

Penelope S. Jeffrey, Office of Young Adult Services
Marilyn Iarusso, Office of Children's Services
Bonnie Williams, Office of Adult Services
William Sloan, Film Library
Emma Cohn, Office of Young Adult Services, Chairman

Films for Adults and Teenagers

"A" 10 Minutes
Symbolic fantasy in which the letter "A" dominates a writer. By the Polish animation artist, Jan Lenica. ***Contemporary/McGraw-Hill***

Allen Ginsberg and Lawrence Ferlinghetti 30 Minutes
In separate segments, the two poets read from their own works. Produced by National Educational Television. ***Indiana University***

Alphabet 6 Minutes
Animated figures illustrate the letters with blending, changing forms. Made by Eliot Noyes. ***National Film Board of Canada***

Archangel Gabriel and Mother Goose Color 28 Minutes
A tale from Boccaccio's **Decameron** about a monk's seduction of a gullible young girl. Puppet animation by the Czech master Jiri Trnka. ***Contemporary/McGraw-Hill***

Balzac 24 Minutes
Prints, photographs, manuscripts and documents trace the life of the great French novelist. Produced by Jean Vidal. ***Radim***

A Child's Christmas in Wales 26 Minutes
The story, read by Dylan Thomas, with sensitive visual accompaniment. Produced by Marvin Lichtner. ***Contemporary/McGraw-Hill***

Concrete Poetry Color 13 Minutes
A filmic interpretation of concrete poetry. Produced by Michael Warshaw. ***Pyramid***

Days of Dylan Thomas 22 Minutes
A narration of his life using still photographs with the poet reading excerpts from his work. Produced by Rollie McKenna. ***Contemporary/McGraw-Hill***

28 **Enter Hamlet** Color 4 Minutes
Pop-art drawings are zanily juxtaposed to Maurice Evans' reading of Hamlet's "To be or not to be" soliloquy. Directed by Fred Mogubgub. ***School of Visual Arts***

Flatland Color 12 Minutes
Multi-dimensionality is heresy in this two-dimensional world. Based on Edwin A. Abbott's mathematical allegory, **Flatland.** Animated by Eric Martin. ***Contemporary/McGraw-Hill***

The Flower and the Straw 9 Minutes
Dickens' words and Cruikshank's drawings convey the spirit of English life in the 1830's. Produced by Norton Park Group. ***Radim***

Gwendolyn Brooks 30 Minutes
An introduction to the poetry and personality of Gwendolyn Brooks and the Chicago environment which provided the sources for most of her materials. Produced by National Educational Television. ***Indiana University***

"Haggadah" of Sarajevo Color 16 Minutes
This film shows the treasury of miniature paintings in the **Haggadah** of Sarajevo, which is the most precious Jewish illuminated manuscript. Produced by Sutjesha Films, Sarajevo, Yugoslavia. ***Contemporary/McGraw-Hill***

Hemingway 54 Minutes
A chronicle of his life. Produced by NBC-TV. ***Contemporary/McGraw-Hill***

Horseman, Pass By! 58 Minutes
The life, personality and time of W.B. Yeats, with readings of his poetry. Produced for BBC-TV by Malcolm Brown. ***Peter Robeck and Co.***

Images Médiévales Color 18 Minutes
Illuminated manuscripts of the 14th and 15th centuries in the Bibliotheque Nationale. Filmed by William Novik. ***Radim***

Korean Alphabet Color 7 Minutes
The metamorphosis of pictographic characters into the Korean alphabet. Produced by the National Film Board of Canada. ***Universal Education***

Ladies and Gentlemen, Mr. Leonard Cohen 44 Minutes
Day by day with the popular young Canadian poet, singer and novelist. Produced by Don Owen and Donald Brittain for the National Film Board of Canada. ***Center for Mass Communication, Columbia University***

A Lover's Quarrel with the World 40 Minutes
Scenes from poet Robert Frost's public and private lives. Directed by Robert Hughes. ***Holt, Rinehart & Winston***

Mark Twain's America 54 Minutes
Delightful photographic document of the life and times of America's best-known humorist. Produced by NBC-Project 20. ***Contemporary/McGraw-Hill***

My Childhood 51 Minutes
The moving portrayal of the childhood years of James Baldwin as the second half of a two-part film. The first part, about Hubert Humphrey, may be shown separately. Directed by Arthur Barron for Metromedia Television. ***Benchmark Films***

The Nose 11 Minutes
A visual translation in pinpoint animation of Gogol's surrealistic fantasy by Alexander Alexeieff. ***Contemporary/McGraw-Hill***

An Occurance at Owl Creek Bridge 27 Minutes
Dramatization of the Ambrose Bierce Civil War story. Directed by Robert Enrico. ***Contemporary/McGraw-Hill***

Seven Authors in Search of a Reader 21 Minutes
A humorous, imaginative invitation to read, by the Dutch director Frans Weisz. ***Contemporary/McGraw-Hill***

Shaw and Women 25 Minutes
Includes quotations from his diaries, correspondence and an interview juxtaposed to scenes from his plays. ***Time-Life***

Spirit of Man Color 8 Minutes
W.E.B. DuBois' words frame a sensitive visual exploration of his Massachusetts birthplace. Directed by Samuel B. Holmes. ***S.B. Holmes***

Story of a Writer 25 Minutes
Follows American science fiction writer Ray Bradbury as he conceives, thinks out and finally produces a new work. Produced by David Wolper. ***Sterling***

Toute la Memoire d'un Monde 18 Minutes
The fluid camera of Alain Resnais explores the many facets of the Bibliothèque Nationale. ***French Cultural Services***

Films for Children

Anansi the Spider Color 10 Minutes
The beloved trickster of African folklore, in brilliant animation. For all ages. Made by Gerald McDermott. ***Landmark Educational Media, Inc.***

Caterpillar and the Wild Animals Color 7 Minutes
Lively Masai folk tale in which the caterpillar outwits the larger animals. Made by Gerald Baldwin. ***Perennial Education***

The Doughnuts Color 26 Minutes
Older children will enjoy Homer Price's misadventures with the doughnut machine. Produced by Morton Schindel. ***Weston Woods***

Frederick Color 6 Minutes
Leo Lionni's popular picture book about a mouse-poet, brought to life through animation. Produced by Giulio Giannini. ***Connecticut Films***

The Gallant Little Tailor 10 Minutes
A Lotte Reiniger silhouette interpretation of the tale from the Brothers Grimm. ***Contemporary/McGraw-Hill***

Harold and the Purple Crayon Color 10 Minutes
His adventures, from the Crockett Johnson book, will delight younger children. Directed by David Piel. ***Brandon***

.30 **The Lively Art of Picture Books** Color 57 Minutes
The work of outstanding illustrators of books for young children, with emphasis on McCloskey, Cooney and Sendak. Produced by Morton Schindel. ***Weston Woods***

Madeline Color 8 Minutes
The irrepressible Bemelmans' heroine in animation by Stephen Bosustow. ***Columbia***

Paddle-to-the-Sea Color 28 Minutes
A toy canoe's voyage, in dramatic live photography, adapted from Holling's book and directed by Julian Biggs. A classic. ***National Film Board of Canada***

Picture Book Parade Series
Picture books such as James Daugherty's **Andy and the Lion,** and Claire Huchet Bishop's **Five Chinese Brothers** seem to come alive in these films made by the iconographic technique in which the camera moves over the pages of the actual book. These titles are also available in filmstrips, sound filmstrip sets, records and cassettes and include many titles in Spanish. Produced by Morton Schindel. ***Weston Woods***

The Pleasure is Mutual Color 24 Minutes
Anne Izard and other children's librarians demonstrate effective picture-book programs in the Westchester, New York, library system. ***Connecticut Films***

Reading Incentive Film Series, Bank Street School of Education
Popular picture books are read aloud by well-known actors in this series which features such performers as Sidney Poitier, Eli Wallach and Harry Belafonte. Designed to stimulate an interest in reading. In each film the camera cuts from the reader to the book to emphasize details in the illustrations. Some of the titles included are Ezra Jack Keats' **Whistle for Willie** (read by James Garner), **Rich Cat, Poor Cat** by Bernard Waber (read by Bill Cosby), and Diahann Carroll speaking and singing the words to Ed Emberley's **One Wide River to Cross,** which is about the entry of the animals into Noah's Ark. ***Contemporary/McGraw-Hill***

The Red Balloon Color 34 Minutes
The international classic which appeals to all ages. Made by Albert Lamorisse. ***Brandon***

The Steadfast Tin Soldier Color 14 Minutes
Animated toys interpret the well-known Andersen fairy tale. Produced by Ivo Caprino. ***Brandon***

Many of these films are available in public library film units. If additional information is required, consult your state librarian.

List of Distributors

Benchmark Films, Inc.
516 Fifth Avenue, New York, New York 10036

Brandon Films
221 West 57th Street, New York, New York 10019

Center for Mass Communication of Columbia University
440 West 110th Street, New York, New York 10025

Columbia Pictures Corporation, Non-Theatrical Film Division
711 Fifth Avenue, New York, New York 10022

Connecticut Films
6 Cobble Hill Road, Westport, Connecticut 06880

Contemporary/McGraw-Hill Films
330 West 42nd Street, New York, New York 10036

French Cultural Services of the French Embassy
972 Fifth Avenue, New York, New York 10021

Samuel B. Holmes Associates
55 Oder Avenue, Staten Island, New York 10304

Holt, Rinehart & Winston
383 Madison Avenue, New York, New York 10017

Indiana University, Audio Visual Center
NET Film Service
Bloomington, Indiana 47401

Landmark Educational Media, Inc.
1600 Broadway, New York, New York 10019

National Film Board of Canada
680 Fifth Avenue, Suite 819, New York, New York 10019

Perennial Education
1825 Willow Road, Northfield, Illinois 60093

Peter Robeck and Company
230 Park Avenue, New York, New York 10017

Pyramid Film Producers
Box 1048, Santa Monica, California 90406

Radim Films, Inc.
220 West 42nd Street, New York, New York 10036

School of Visual Arts
209 East 23rd Street, New York, New York 10010

Sterling Educational Films
241 East 34th Street, New York, New York 10016

Time-Life Films, Inc.
43 West 16th Street, New York, New York 10011

Universal Education and Visual Arts
221 Park Avenue South, New York, New York 10003

Weston Woods Studios
Weston, Connecticut 06880

American Library Association, **Let's Read Together,** 3rd Edition, c1969, (Selected and annotated by a Special Committee of the National Congress of Parents and Teachers and the Children's Services Division, American Library Association), $1.50.

Asheim, Lester, **Librarianship in the Developing Countries,** University of Illinois, c1966, $4.50.

Benjamin, Curtis G., **et. al., Books for Developing Countries: A Guide for Enlisting Private Industry Assistance**, 1969, (Prepared for the Agency for International Development by Franklin Book Programs, 801 Second Avenue, New York, New York 10017), free.

Black, Cyril E., **The Dynamics of Modernization**, Harper and Row, c1966, $5.95.

Bonn, George S., Editor, **Library Education and Training in Developing Countries,** East-West Center Press, c1966, $5.50.

Carlsen, G. Robert, **Books and the Teen-Age Reader,** Harper and Row, c1967, $5.95.

Dietrich, Dorothy M. and Virginia H. Mathews, **Reading and Revolution: The Role of Reading in Today's Society,** International Reading Association, 1970, $1.75.

Downs, Robert B., **Books that Changed the World,** American Library Association, c1956, $2.25.

Escarpit, Robert, **The Book Revolution,** 1966, UNESCO Publications Center, P.O. Box 433, New York, New York 10016, $3.50.

Frank, Josette, **Your Child's Reading Today,** Revised Edition, Doubleday, c1969, $5.95.

Heibert, Eldon Ray, Editor, **Books in Human Development,** Office of Education and Human Resources, Bureau of Technical Assistance, Agency for International Development, Washington, D.C., September 1964.

Jennison, Peter S. and Robert N. Sheridan, **The Future of General Adult Books and Reading in America,** American Library Association, c1970, $8.75.

Larrick, Nancy, **Parents' Guide to Children's Reading,** Revised, Doubleday Pocket Books, c1969, paper $0.95.

Mathews, Virginia H., **Sound and Light for the Right to Read,** National Book Committee, Inc., 1971, kit (filmstrip, cassette and manual) $12.50, extra manuals $1.00.

Pellowski, Anne, **World of Children's Literature,** R.R. Bowker, c1968, $18.75.

Smith, Datus C., Jr., **Guide to Book Publishing,** R.R. Bowker, c1966, $6.00.

Stefferud, Alfred, editor, **The Wonderful World of Books,** New American Library, c1952, $0.75.

UNESCO, **Book Development in Africa,** c1968, UNESCO Publications Center, P.O. Box 433, New York, New York 10016, $1.00.

UNESCO, **Book Development in Asia,** c1967, UNESCO Publications Center, P.O. Box 433, New York, New York 10016, $1.25.

Periodicals

"American Librarians Abroad," **Library Journal: Special International Edition,** November 16, 1968, R.R. Bowker Company, 1180 Avenue of the Americas, New York, New York 10036.

Bookbird, Package Library of Foreign Children's Books, Inc., 119 Fifth Avenue, New York, New York 10003.

Books Abroad: An International Literary Quarterly, University of Oklahoma Press, 1005 Asp Avenue, Norman, Oklahoma.

Delos, National Translation Center, 2621 Speedway, Austin, Texas.

International Library Review, Academic Press, Inc., 111 Fifth Avenue, New York, New York 10003.

Libraries in International Development, International Relations Office, American Library Association, 1420 N Street, N.W., Washington, D.C. 20005.

Publisher's Weekly, International Edition, 1971, September 27, 1971, R.R. Bowker Company, 1180 Avenue of the Americas, New York, New York 10036.

INTERNATIONAL BOOK AND PUBLISHING ORGANIZATIONS

International Board on Books for Young People
c/o International Institute for Childrens, Juvenile and Popular Literature
Fuhrmannsgasse 18a
1080 Vienna, Austria

U.S. Affiliate:
The Children's Book Council, Inc.
175 Fifth Avenue
New York, New York 10010

International Community of Booksellers Association
Lindelaan 12
Delft, The Netherlands

U.S. Affiliate:
American Booksellers Association
175 Fifth Avenue
New York, New York 10010

International Confederation of Societies of Authors and Composers
11, rue Keppler
75 Paris 16^{e}, France

International Federation for Documentation
7 Hofweg
The Hague, The Netherlands

U.S. Affiliate:
U.S. National Committee for FID
2101 Constitution Avenue, N.W.
Washington, D.C. 20418

International Federation of Library Associations
4, Boulevard de l'Empereur
Brussels, Belgium

U.S. Affiliate:
American Library Association
50 East Huron Street
Chicago, Illinois 60611

International Publishers Association
Avenue de Miremont 3
1206 Geneva, Switzerland

U.S. Affiliate:
Association of American Publishers
One Park Avenue
New York, New YOrk 10016

P.E.N.
Glebe House
62/63 Glebe Place
London S.W. 3, England

U.S. Affiliate:
P.E.N.-American Center
156 Fifth Avenue
New York, New York 10010

34 **NATIONAL BOOK AND PUBLISHING ORGANIZATIONS**

American Booksellers Association
175 Fifth Avenue
New York, New York 10010

American Institute of Graphic Arts
1059 Third Avenue
New York, New York 10021

American Library Association
50 East Huron Street
Chicago, Illinois 60611

Association of American Publishers
One Park Avenue
New York, New York 10016

Association of American University Presses
One Park Avenue
New York, New York 10016

The Author's League of America, Inc.
234 West 44th Street
New York, New York 10036

Book Manufacturers Institute
161 East 42nd Street
New York, New York 10017

The Children's Book Council, Inc.
175 Fifth Avenue
New York, New York 10010

Franklin Book Programs, Inc.
801 Second Avenue
New York, New York 10017

International Book Project
17 Mantelle Park
Lexington, Kentucky 40502

Jewish Book Council of America
15 East 26th Street
New York, New York 10010

Magazine Publishers Association, Inc.
575 Lexington Avenue
New York, New York 10022

National Association of College Stores
55 East College Street
Oberlin, Ohio 44074

National Book Committee
One Park Avenue
New York, New York 10016

National Reading Center
1776 Massachusetts Avenue, N.W.
Washington, D.C. 20036

Printing Industries of America, Inc.
1730 North Lynn Street
Arlington, Virginia 22209

United States Book Exchange, Inc.
3335 V Street, N.E.
Washington, D.C. 20018

Women's National Book Association
National Book Committee
One Park Avenue
New York, New York 10016

RESOURCE ORGANIZATIONS

The following organizations have been contacted by the IBY Secretariat and asked to develop special programs and activities for International Book Year.

ACTION
806 Connecticut Avenue, N.W.
Washington, D.C. 20525

Adult Education Association of the U.S.A.
1225 Nineteenth Street
Washington, D.C. 20036

African-American Institute
866 United Nations Plaza
New York, New York 10017

African Studies Association
Brandeis University
Room 218, Shiffman Center
Waltham, Massachusetts 02154

American Academy of Arts and Sciences
280 Newton Street
Boston, Massachusetts 02146

American Association for the Advancement of Science
1515 Massachusetts Avenue
Washington, D.C. 20005

American Association of Colleges for Teacher Education
One Dupont Circle, N.W.
Washington, D.C. 20036

American Association of Junior Colleges
One Dupont Circle, N.W.
Washington, D.C. 20036

American Association of Museums
2233 Wisconsin Avenue, N.W.
Washington, D.C. 20007

American Association of University Professors
One Dupont Circle, N.W.
Washington, D.C. 20036

American Association of University Women
2401 Virginia Avenue, N.W.
Washington, D.C. 20037

American Council on Education
One Dupont Circle, N.W.
Washington, D.C. 20036

American Federation of Labor and Congress of Industrial Organizations
815 Sixteenth Street, N.W.
Washington, D.C. 20006

American Field Service
313 East 43rd Street
New York, New York 10017

American Friends Service Committee, Inc.
160 North 15th Street
Philadelphia, Pennsylvania 19102

American Institute for Foreign Study
102 Greenwich Avenue
Greenwich, Connecticut 06830

B'nai B'rith
1640 Rhode Island Avenue
Washington, D.C. 20036

American Society of Composers, Authors and Publishers
575 Madison Avenue
New York, New York 10022

American Society of Newspaper Editors
750 Third Avenue
New York, New York 10017

The Asia Society
112 East 64th Street
New York, New York 10021

Associated Collegiate Press
University of Minnesota
18 Murphy Hall
Minneapolis, Minnesota 55455

Association for Asian Studies, Inc.
University of Michigan
48 Lane Hall
Ann Arbor, Michigan 48104

Association for Educational Communications and Technology
1201 Sixteenth Street, N.W.
Washington, D.C. 20036

Association for the Study of Negro Life and History
1538 Ninth Street, N.W.
Washington, D.C. 20001

Association for Supervision and Curriculum Development
1201 Sixteenth Street, N.W.
Washington, D.C. 20036

Association of American Colleges
1818 R Street, N.W.
Washington, D.C. 20009

Association of Classroom Teachers of the NEA of the U.S.
1201 Sixteenth Street, N.W.
Washington, D.C. 20036

Association of the Junior Leagues of America, Inc.
825 Third Avenue
New York, New York 10022

Education Writers Association
P.O. Box 1289
Bloomington, Indiana 47401

Boy Scouts of America
Rt. 1
North Brunswick, New Jersey 08902

Boys' Clubs of America
771 First Avenue
New York, New York 10017

Business Council for International Understanding
420 Lexington Avenue
New York, New York 10017

Campfire Girls
1740 Broadway
New York, New York 10019

Chamber of Commerce of the U.S.
1615 H Street, N.W.
Washington, D.C. 20006

Church Women United
475 Riverside Drive
New York, New York 10027

Commission on Voluntary Service and Action
475 Riverside Drive
New York, New York 10027

Committee for Economic Development
477 Madison Avenue
New York, New York 10022

Council on International Relations and United Nations Affairs
345 East 46th Street
New York, New York 10017

Ecological Society of America
Department of Botany
Connecticut College
New London, Connecticut 06320

Educational Film Library Association, Inc.
17 West 60th Street
New York, New York 10023

Educational Press Association of America
Newhouse Communications Center
Syracuse University
Syracuse, New York 13210

Modern Language Association of America
62 Fifth Avenue
New York, New York 10011

Experiment in International Living
Putney, Vermont 05346

Foreign Policy Association
345 East 46th Street
New York, New York 10017

General Federation of Women's Clubs
1734 N Street, N.W.
Washington, D.C. 20036

Girl Scouts of the U.S.A.
830 Third Avenue
New York, New York 10022

Girls' Clubs of America
133 East 62nd Street
New York, New York 10021

Institute for International Education
809 U.N. Plaza
New York, New York 10017

International Association for the Exchange of Students for Technical Experience/U.S., Inc.
866 U.N. Plaza
New York, New York 10017

International Christian Youth Exchange
777 U.N. Plaza
New York, New York 10017

International Voluntary Services
1555 Connecticut Avenue, N.W.
Washington, D.C. 20036

Kiwanis International
101 East Erie Street
Chicago, Illinois 60611

League of Women Voters of the U.S.
1730 M Street, N.W.
Washington, D.C. 20036

Lions International
York & Cermak Roads
Oakbrook, Illinois 60521

National Council for Community Services to International Visitors
1630 Crescent Place, N.W.
Washington, D.C. 20009

Motion Picture Association of America, Inc.
1600 Eye Street, N.W.
Washington, D.C. 20006

National Academy of Sciences – National Research Council
2101 Constitution Avenue
Washington, D.C. 20025

National Academy of Television Arts and Sciences
54 West 40th Street
New York, New York 10018

National Assembly for Social Policy and Development, Inc.
345 East 46th Street
New York, New York 10017

National Association for the Advancement of Colored People
1790 Broadway
New York, New York 10019

National Conference of Christians and Jews, Inc.
43 West 57th Street
New York, New York 10019

National Congress of Parents and Teachers
700 North Rush Street
Chicago, Illinois 60611

National Council for the Social Studies
1201 Sixteenth Street, N.W.
Washington, D.C. 20036

National Council of Catholic Women
1312 Massachusetts Avenue, N.W.
Washington, D.C. 20005

National Council of the Churches of Christ in the U.S.A.
475 Riverside Drive
New York, New York 10027

National Council of Jewish Women, Inc.
One West 47th Street
New York, New York 10036

National Urban League, Inc.
55 East 52nd Street
New York, New York 10017

National Council of Negro Women, Inc.
1346 Connecticut Avenue, N.W.
Washington, D.C. 20036

National Council of Teachers of English
1111 Kenyon Road
Urbana, Illinois 61801

National Council of Women of the U.S.
345 East 46th Street
New York, New York 10017

National Education Association of the U.S.
1201 Sixteenth Street, N.W.
Washington, D.C. 20036

National Educational Television
10 Columbus Circle
New York, New York 10019

National Federation of Business and Professional Women's Clubs, Inc.
2012 Massachusetts Avenue
Washington, D.C. 20036

National 4-H Club Foundation
7100 Connecticut Avenue, N.W.
Washington, D.C. 20015

National Institute of Arts and Letters
633 West 155th Street
New York, New York 10032

National Newspaper Association
National Press Building
14th and F Streets
Washington, D.C. 20004

National Newspaper Publishers Association
Cleveland Call & Post
P.O. Box 6237
Cleveland, Ohio 44101

National Science Teachers Association
1201 Sixteenth Street, N.W.
Washington, D.C. 20036

U.S. Committee for UNICEF
331 East 38th Street
New York, New York 10016

Operation Crossroads Africa, Inc.
150 Fifth Avenue
New York, New York 10011

Overseas Press Club of America, Inc.
54 West 40th Street
New York, New York 10018

People-to-People
2201 Grand Avenue
Kansas City, Missouri 64141

Public Relations Society of America, Inc.
845 Third Avenue
New York, New York 10022

Rotary International
1600 Ridge Avenue
Evanston, Illinois 60201

Society for International Development
1346 Connecticut Avenue, N.W.
Washington, D.C. 20036

United Nations Association of the
U.S.A., Inc.
833 U.N. Plaza
New York, New York 10017

United States Jaycees
Box 7
Tulsa, Oklahoma 74102

United States National Student Association
2115 S Street, N.W.
Washington, D.C. 20038

United States Student Press Association
1779 Church Street, N.W.
Washington, D.C. 20036

United States Youth Council
315 East 53rd Street
New York, New York 10022

World University Service
20 West 40th Street
New York, New York 10018

Young Men's Christian Association
291 Broadway
New York, New York 10017

Young Women's Christian Association,
National Board
600 Lexington Avenue
New York, New York 10022

Calligraphic plate making in Cairo, U.A.R. (Courtesy of Franklin Book Programs, Inc.)

JOINT RESOLUTION

92nd Congress
1st Session **S.J. RES. 149**

To authorize and request the President to proclaim the year 1972 as "International Book Year."

Resolved by the Senate and House of Representatives of the United States of America in Congress assembled, That in recognition of (1) the fact that the United States, during its entire history, has recognized the importance of universal education in a free society and the commitment of the people and Government of the United States to the free flow of information, (2) the fact that books are basic to both universal education and the free flow of information, and (3) the designation by the United Nations Educational, Scientific and Cultural Organization of the year 1972 as "International Book Year," the President is authorized and requested to issue a proclamation designating the year 1972 as "International Book Year," and calling upon executive departments and agencies, the people of the United States, and interested groups and organizations to observe such year with appropriate ceremonies and activities both within and without the United States.

CONGRESSIONAL RECORD – SENATE
S13230 August 5, 1971

By Mr. McClellan for himself and Mr. Scott:

Senate Joint Resolution 149. A joint resolution to authorize and request the President to proclaim the year 1972 as International Book Year. Referred to the Committee on the Judiciary.

Mr. McClellan: Mr. President, on behalf of myself and Senator Scott, I introduce, for appropriate reference, a joint resolution to authorize and request the President to proclaim the year 1972 as International Book Year.

The United Nations Educational, Scientific and Cultural Organization has designated 1972 as International Book Year. The resolution which the minority leader and I are introducing today provides for the observance of International Book Year in the United States with appropriate ceremonies and activities.

Books have touched the lives of nearly everyone in this Nation. Most of us were introduced to books by our parents before we learned to read or were able to distinquish one letter from another. Through our school years and in our adult lives, we have depended upon books to a far greater extent than we consciously recognize. In today's complex society with its highly developed technology, we have become more dependent than in the past. Scarcely a literate man or woman lives in the United States today who cannot point to at least one book which has influenced his life in some way. The moral and intellectual values which our parents taught us from childhood have been reinforced many times over by the experience and wisdom of others brought to us through books.

The United States is the world's leading publisher of books today. For a generation or more, American books have been sought after in the advanced nations of the world, and today they are making a vital contribution to the educational, technical and political development of the emerging nations. The export of books makes a valuable contribution to our dollar income and to the reduction of our balance-of-payments deficit. As the use of English as a world language expands, the demand for American books expands with it. Indeed, one of the leading motives for learning English is to gain access to the wealth of information contained in American books.

Many of us in the United States tend to take books and libraries for granted. It is fitting, therefore, that, during the International Book Year, we remind ourselves of their importance and our dependence on them and that we direct the attention of others to the benefits to be gained from their use.

The following resolution was adopted May, 1971, by the United Nations Economic and Social Council (ECOSOC). It was originally prepared and adopted by the fiftieth session of ECOSOC's Social Committee (April 1971).

DEVELOPMENT OF INFORMATION MEDIA

International Book Year 1972

The Economic and Social Council.

Recalling its resolution 1278 (XLIII) of 4 August 1967 on the development of information media, in which it requested the United Nations Educational, Scientific and Cultural Organization to submit a report on the application of new techniques of communication for the achievement of rapid progress in education, notably in the field of book development,

Having examined the report of the Secretariat of the United Nations Educational, Scientific and Cultural Organization on book development in the service of education (E/4958),

Noting:

(a) That the book pending the wider use of other media, in particular radio and television, remains the indispensable instrument for education, now recognized as an essential factor in development,

(b) That books in the service of education, and particularly of lifelong education, contribute to knowledge and mutual understanding of cultures and thus strengthen international understanding and peaceful cooperation,

(c) That there exists, nevertheless, a profound gap between developed and developing countries and that the latter suffer from serious shortages not only of printing and distribution facilities, but also of author's manuscripts,

Considering:

(a) That it is urgent that these shortages be overcome without delay, particularly since the book requirements of developing countries are increasing steadily, particularly as a result of progress in the spread of education and adult literacy training.

(b) That it is essential, in the first instance, to develop national book production by creating an adequate infrastructure,

(c) That the attainment of these objectives requires concerted international action on a global scale,

Considering moreover that the decision of the General Conference of UNESCO at its sixteenth session to proclaim 1972 International Book Year (resolution 4.121) provides the opportunity for such action,

1. **Supports** this initiative taken by UNESCO within the framework of its long-term programme for book development;

2. **Invites** the countries participating in the Conference being organized by UNESCO in July 1971 to meet the requirements of the developing countries in revising respectively the Berne Convention for the production of literary and artistic works and the Universal Copyright Convention;

3. **Invites** further the developed countries to grant the greatest possible copyright facilities to developing countries within the framework of the UNESCO International Copyright Information Centre;

4. **Recommends** the provision of international assistance for low-cost reprint and translation or adaptation into national languages of books written and produced in developed countries for higher education;

5. **Recommends** the Food and Agriculture Organization of the United Nations to continue its work for the promotion of paper industries, in particular in the developing countries;

6. **Invites** member States and, within their respective fields of competence, the institutions and organs of the United Nations system, as well as other interested intergovernmental organizations, to take appropriate steps to attain the objectives of International Book Year;

7. **Invites** UNESCO to submit to the Economic and Social Council at its fifty-sixth session a report on the results achieved as a result of International Book Year and particularly on the ways in which these results can contribute to the goals of the International Development Strategy.

U.S. STATEMENT TO SOCIAL COMMITTEE OF 50th SESSION OF ECONOMIC AND SOCIAL COMMITTEE OF THE UNITED NATIONS – APRIL 29, 1971

DEVELOPMENT OF INFORMATION MEDIA

My delegation welcomes the publication of the UNESCO report on book development in the service of education. In particular, we support its key recommendation in paragraph 68, which encourages the adoption of "a resolution calling Member States, and the United Nations agencies and organs concerned, to take action within their respective spheres of competence with a view to achieving the objectives of International Book Year."

This emphasis on books is needed to help accelerate educational growth. In our country we are dedicated to the concept of lifelong continuing education.

Books are educational tools. Books are one of the major instruments of learning. Our dependence on books for economic and social planning is elementary.

In the last two decades the emergence of the paperback has revolutionized the book industry. Production, distribution, sales, and consumer attitudes have been dramatically altered. However, even with this dramatic change in book technology, there is still an obvious imbalance in book production and consumption. There is "book famine" in our world. Seventy percent of our population is critically short of books. The existence of intellectual malnutrition threatens the development of economic and social goals of too many nations. Not one should so hunger.

The population pressures of this Second Development Decade for children's learning materials – books that feed the minds, the hearts, and the souls of tomorrow – stagger the imagination.

UNESCO's world program for book development is an opportunity to do something important about this deprivation. The report "Book Development in the Service of Education" is an excellent summary of UNESCO's work in this program. The goal of book development as a tool of national development is recommended to the United Nations family of agencies and to the Member States. My delegation supports International Book Year as a relevant part of overall international planning for book development.

The United States through its association of publishers and its International Book Year Committee, plans to convene an international conference of outstanding specialists in fields of economic and social development, educational planning and book and library development in order to stimulate closer collaboration and joint action among these three fields. A United States national International Book Year Committee has been organized under the auspices of the Government Advisory Committee on International Book and Library Programs. The Committee is representative of all segments of the book world including the Association of American Publishers, the American Library Association, the National Book Committee, the Author's League, and appropriate agencies of the government.

Some of the projects which the Committee and its cooperating organizations now have under discussion or in one degree or another of implementation are:

1. An updated list of children's books of international interest being prepared by the Children's Services Division of the American Library Association.

2. A school media conference involving a school media specialist or school librarian and a ministry of education representative from thirty countries. The group would spend four weeks in the United States; two weeks of intensive seminar discussion in New York or Washington and two weeks visiting model media center programs. A preliminary grant of $25,000 has already been made available by the Department of State to facilitate planning for this project.

3. It is hoped that it will be possible to develop exchange and training programs for publishers from countries not now possessing book publishing capability.

4. International Book Year will be a principal emphasis of the 1972 National Library Week program and will be a feature of the 1972 Annual Conference of the American Library Association and the Association of American Publishers.

5. A theme running through many of the United States International Book Year activities will be the freedom to publish, to read, and to lend books of the greatest diversity.

6. The Library of Congress will feature International Book Year in its display and exhibit program.

7. The United States Committee has also expressed the hope that the momentum developed during International Book Year will make it possible for UNESCO to strengthen and broaden its own book and library development activities.

8. The United States remembers with gratification the work done some years ago in New Zealand which looked toward broadening the cultural base of children's books and hopes that a project of this character might be undertaken during International Book Year.

Should specific resolutions or actions stem from the Book Development report at the 50th session, we would examine these on their merits. The United States Government maintains a lively interest in support of literacy efforts, both for children and adults. The production of printed materials directed toward the newly literate is crucial if "relapse" into illiteracy, all too common today, is to be avoided. Individual countries must begin to produce or adapt their own textbooks for a variety of economic, political, psychological and cultural reasons in proportion to their resources. The efforts of the new regional book centers to break production and distribution bottlenecks should be carefully watched and encouraged. (If anything, the Book Development report has been conservative in its description of the distribution problems which exist for books.) The various meetings and reports have done much to identify problems. It is up to the Member States and the international agencies to give prime attention to solving them in line with the recommendations of this present report. In particular, the new UNESCO Copyright Center (paragraph 55) will require nurturing as it gets off the ground in 1971 and attempts to aid the less developed nations procure intellectual materials with greater ease.

Agencies Cooperating in the Publication of the **Handbook**

Government Advisory Committee

The Government Advisory Committee on International Book and Library Programs was established in 1962 to advise the U.S. Government on the policies and operations of its overseas book and library programs and to achieve closer coordination between public and private book and library activities abroad. The Committee, an advisory body to the Department of State, Agency for International Development and U.S. Information Agency, consists of representatives from the publishing, educational media and bookselling industries and the library profession. It is through this Committee that the **ad hoc** Committee for IBY reports to the Government and UNESCO.

American Library Association

The purpose of The American Library Association, with a combined total membership of approximately 32,000 libraries, librarians and special members, is to promote library services of excellent quality and to make those services freely available to support educational, scientific and cultural needs. ALA endorses the following goals: improvement of the services of state, public, school and academic libraries and special libraries serving government, the armed forces, commerce and industry, hospital and other institutions; coordination of library resources for research; establishment of library services for special groups; effective use of libraries; improvement of professional library standards; stimulation of the production and distribution of books; freedom of individual access to books and other materials.

Association of American Publishers

The Association of American Publishers was formed on July 1, 1970, from the unification of the American Educational Publishers Institute and the American Book Publishers Council. It is a voluntary confederation of over 260 publishers of general and educational books. The chief goal of the Association is to develop a public understanding of the significant role of books in our culture. The Association is organized horizontally into Divisions to provide for publishers' interests in specific markets and products, and vertically across divisional lines to deal with matters of concern to all publishers. Through committee activities, seminars, reports, participation in meetings of other organizations and liaison with government agencies and institutions with allied interests, AAP works to increase readership, improve the quality and selection of instructional materials, increase funding for book purchases, achieve equitable copyright protection, and assist in many other issues of public concern.

United States National Commission for UNESCO

Established by Congress in 1946, the United States National Commission for UNESCO serves as an advisory body to the government and as a two-way channel through which the views of the citizen can be expressed in UNESCO policies and programs, and information about UNESCO activities is reported back to the American public. The 100 members of the National Commission are appointed by the Secretary of State and represent a broad spectrum of American life – more than 140 national voluntary organizations have been associated with the Commission over the past 25 years.